

Information for you about the survey

This questionnaire is part of a study being carried out by Dr. Hao-Tang, Jhan, assistant professor in National Kaohsiung University of Science and Technology. The study focuses on consumer behavior and preferences for white shrimp in Taiwan. The questionnaire consists of 4 sections with different types of questions (single-choice, multiple-choice, Likert-scale five-point). Please read each question and answer carefully, and then tick the appropriate option on the checklist. Any information you give is strictly confidential, your response will not be individually identified and traced back to you. The questionnaire should take you no more than 20 minutes to complete. There are no right or wrong answers to these questions and professional knowledge is not necessary, just note what you think.

Please do not hesitate to contact us via the details below if you have any further questions or concerns.

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Part A.

1. Gender

☐ Male ☐ Female

2. Age

☐ under 20 ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ over 61

3. Educational Level

☐ primary or under ☐ junior ☐ senior (vocational)

<input type="checkbox"/> college	<input type="checkbox"/> university	<input type="checkbox"/> MSc/Ph. D
4. Occupation		
<input type="checkbox"/> industry/Technical	<input type="checkbox"/> homemaker	<input type="checkbox"/> trading/Finance/Banking
<input type="checkbox"/> services industry	<input type="checkbox"/> student	<input type="checkbox"/> farming/Fishing/Husbandry
<input type="checkbox"/> retired	<input type="checkbox"/> self-employed	<input type="checkbox"/> military/civil service/teacher
<input type="checkbox"/> others (specify)_____		

5. Marital status	
<input type="checkbox"/> married	<input type="checkbox"/> single

6. The number of children aged under 12 in household			
<input type="checkbox"/> none	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> more than 3

7. Size of family households				
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> more than 5

8. Monthly household income					
<input type="checkbox"/>	↓NT\$ 20,000	<input type="checkbox"/>	NT\$20,001 NT\$40,000	<input type="checkbox"/>	NT\$40,001 NT\$60,000
<input type="checkbox"/>	NT\$60,001 NT\$80,000	<input type="checkbox"/>	NT\$80,001 NT\$100,000	<input type="checkbox"/>	Over NT\$ 100,001

Part B.

9. Frequency of self-catering per week				
<input type="checkbox"/> none	<input type="checkbox"/> 1-5 times	<input type="checkbox"/> 6-10 times	<input type="checkbox"/> 11-15 times	<input type="checkbox"/> more than 16 times

10. Consumption place of white shrimp

- ☐ traditional market ☐ fresh supermarket ☐ warehouse retailing
- ☐ wholesale fish market ☐ e-commerce platform ☐ white shrimp farmer
- ☐ others (specify)_____

11. Reasons for purchasing white shrimp in these places (multiple-choice)

- ☐ convenience ☐ habituation ☐ cheap ☐ freshness
- ☐ hygienic quality ☐ quality assurance ☐ good service ☐ others _____

12. Consumption frequency of white shrimp

- ☐ daily ☐ weekly ☐ monthly ☐ quarterly
- ☐ half yearly ☐ annually ☐ others _____

13. Average expenditure on white shrimp per time

- ☐ under NT\$ 200 ☐ NT\$ 201-NT\$ 500 ☐ NT\$ 500-NT\$ 1,000
- ☐ NT\$ 1,001-NT\$ 2,000 ☐ over NT\$ 2,001

14. Primary concern about purchasing white shrimp

- ☐ none ☐ shell off shrimp ☐ allergy to shrimp
- ☐ high cholesterol ☐ freshness ☐ drug residue

15. Preferences for labeled or organic white shrimp

☐ yes

☐ no

☐ not sure

16. Purchasing white shrimp during specific holidays or festivals (multiple-choice)

☐ none

☐ long weekends

☐ Chung Yuan Festival

☐ Chin Ming Festival

☐ Mother's Day

☐ Father's Day

☐ Dragon Boat Festival

☐ Lunar New Year

☐ Christmas

☐ National Day

☐ Mid-Autumn Festival

☐ others_____

17. Willingness to pay more for labeled or organic white shrimp

☐ same price

☐ less than NT\$ 20

☐ NT\$ 21-NT\$ 40

☐ NT\$ 41-NT\$ 60

☐ NT\$ 61-NT\$ 80

☐ NT\$ 81-NT\$ 100

☐ over NT\$ 101

Part C

18. Please indicate what extent do you agree with these following questions.					
	strongly agree	tend to agree	neutral	tend to disagree	strongly disagree
I know that the white shrimp sold in the market can be categorized as domestic and imported.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know that the white shrimp sold in the market can be categorized into farmed and wild-caught.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know that the white shrimp sold in the market almost farmed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know that the specification of white shrimp sold in market is based on the number/weight.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know that live white shrimp are sold domestically.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know that frozen white shrimp are sold domestically.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know that aquaculture producers have begun to sell white shrimp directly to consumers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know that how to buy white shrimp directly from farmers by searching the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that labeled or organic white shrimp are safe for consumption	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know that how to buy labeled or organic white shrimp.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that the live white shrimps sold in the market are safe for consumption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that drug usage in live white shrimp sold in the market.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I believe that farmed white shrimp with the issues of drug residue.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know that white shrimp are low in calories compared to other poultry and animals meats.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know that eating shrimp is good for the human body	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that the price of domestically farmed white shrimp is higher than imported.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that the price of farmed white shrimp is higher than wild-caught	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that the larger white shrimp are more expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that the labeled or organic white shrimp are more expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that the price of frozen white shrimp is higher than live white shrimp.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that the price of white shrimp sold in other channels (markets, supermarkets, e-commerce) is higher than the price of white shrimp sold directly by farmers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe that white shrimp is more expensive compared to other poultry and animals meats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part D

19. Please indicate what extent do you agree with these following questions.					
	strongly agree	tend to agree	neutral	tend to disagree	strongly disagree
I would prefer to buy domestically farmed white shrimp to imported	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to buy farmed white shrimp to wild-caught.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to buy larger white shrimp.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to buy frozen white shrimp to live white shrimp.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to buy white shrimp directly from farmers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to buy labeled or organic white shrimp.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer to buy white shrimp as a substitute for poultry and animal meat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to buy labeled or organic white shrimp even if they are more expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to buy domestically farmed white shrimp even if they are more expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to buy wild-caught white shrimp even if they are more expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to buy larger white shrimp even if they are more expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to buy frozen white shrimp even if they are more expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to buy white shrimp directly from farmers even if they are more expensive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to buy white shrimp as a substitute for poultry and animal meats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

even if they are more expensive.